

K95.5 Inc. radio stations are dedicated to providing local radio.

#### Local News

At K95.5 Inc. we go to great lengths to provide crucial local information to our audiences. We do this with three local newscasts in the mornings and one in the afternoon and when ever major news breaks out. We are very active in the community and air important information not only during designated newscasts but also throughout the day. Just this past week we had a water boil issue for a local community and we aired the announcement every half hour the first day and every hour until the boil was lifted three days later."K95.5 Inc. has always been there for the city, anytime day or night they have been up to the task of relaying information to the public." Red Erwin City Manager of Hugo, OK. K95.5 Inc. has taken local news to a new level via the station's website. Now we offer the audio and video of the news stories as it happens. Hear it on the newscast and see the photos or video on the website. Often we can offer a longer form online. In addition the websites are 100% free.

#### Local Public Affairs

For over 50 years we have been very interactive with the public. Each weekday morning and afternoon we have a community calendar for any group, organization, politician, etc. to relay their message to the public. There is no specific time frame, but normally runs ten minutes. After each interview a written version is placed on the stations website for further review. During the school year we host a local elementary school report, each Friday, second, third and fourth graders visit the radio station to learn about the ins and outs of radio and what it takes to work at a radio station. After a tour of the station, the children record a special report of school activities. The report airs each afternoon at 4:30p during the school year. "Our children at the elementary school look forward every Friday to visiting the radio station and enjoy speaking on the radio for the community to hear. They really enjoy meeting the local personalities. It's a highlight for the children and I to get to come to the radio station" Monte Sill Vice Principal Hugo Elementary. On Saturday morning we open the airwaves up to the public for two full hours. This is an opportunity for free to announce public fundraisers, buy, sell or trade with local listeners. Once again all items are posted on the website for further review.

#### Creating or Selecting Programming

At K95.5 Inc. we are 100% locally produced programming and break away from regularly scheduled programming for breaking news. On 9-11 we went wall to wall news for the entire day and continued with news every half hour for several weeks. During Football and Basketball season we break away from a music format to provide local live sporting coverage. During football season we provide the hour long coaches show featuring 12 local high school football coaches and after the game we announce all of the 12 schools scores. Community involvement is crucial to our programming, we encourage all employees to be members of local civic organizations and serve with the local Chamber of Commerce. "K95.5 Inc. does an outstanding job promoting community events, they have been essential to the success of local civic groups" John Drake Hugo, OK Chamber President. This allows the station to understand and serve with a finger on the pulse of the community. Just recently we have established an email questionnaire with several community leaders to determine the most important needs of the community. This is in addition to the open door policy to all civic leaders and concerned citizens.

## Emergency Programming

Emergency or just a drill we work closely with local emergency officials. During just about any emergency situation we will have live coverage. Several years ago we had a major ice storm come through and knocked off all local radio. Since then we have installed power generators at all sites. In Tornado season we have live operators ready at a moments notice to coordinate with the local sheriff's office to report on any threatening storms. Each week we air the local crime stoppers report, in an effort to fight crime and publicize the facts. All of our stations are active participants in the EAS and Amber alert plan. In addition has invested thousands of dollars in order to provide up to the minute weather.

## Political Programming

K95.5 Inc. has always had an open door policy in regards to political candidates. We offer free air time to any in studio guest. Whether they are running for office, promoting an issue, or an office holder promoting a piece of legislation. We do not have set time or length; we evaluate each situation on a case by case basis. Most air during the morning hours between 8:00am and 9:30am. In several years we have only had one candidate decline free air time the day of the election. During the election cycle our newscasts are geared heavy to all candidates and on selected occasions we have hosted live debates on the air. On election night we break programming to air live election results throughout the night. The stations website is a great tool to give greater coverage to all of the candidates and to provide the election returns for instant access on election night or the days and weeks to follow. "K95.5 Inc. has always provided timely and thorough coverage of state, local, and federal elections. Even though I am an elected official, I depend on election coverage on the station; they are an invaluable resource throughout campaign to the community" Senator Jeff Rabon of Hugo, OK. In addition K95.5 Inc. provides voter registration information to the public.

## Civic, Cultural, and other Community Responsive Programming

K95.5 Inc. is dedicated to serving the public, operating in rural areas we offer over an hour per week dedicated to the local Cooperative Extension agency to provide information to farmers and ranchers. The report airs Monday through Friday. In addition we have over three hours of religious programming on Sunday mornings. Local sports is a must in our community providing live broadcasts of high school sports including football, basketball, baseball, and softball. During the summer months we cover all of the local produced rodeos and county fairs. During the county fairs we broadcast live well over 10 hours per event. PSA's are very important part of K95.5 Inc. promoting a local civic clubs event, blood drive, or a child in need. This past year K95.5 Inc. took upon themselves to help a toddler raise enough money to visit a doctor over 14 hours from his home. Bradford Greer Jr. needed \$12,000 in order to make the trip via van, he was unable to fly to due his breathing machine. K95.5 Inc. aired the PSA's and raised the money in less than a week. Since then he has visited the doctor several times and now is off the breathing machine. On the website we offer a tip line for members of the public to expose government fraud.

## Music

Homegrown is alive and well at K95.5 Inc. Producing and promoting twenty plus concerts per year. In addition to concerts each night we air the "Home Grown" artist of the day. We give a brief description of the artist and where they are from, and then we air the song. Many times we interview the artists on the show. On Sunday's we dedicate an entire hour to artists from our region, with live performances and interviews. "Will Payne and K95.5 have been an incredible asset in growing the career of independent Texas artist Aaron Watson. When no one in the state knew who he was, Will was playing his records in regular rotation and that kind of initial exposure has led us to have 4 consecutive top 10 singles in Texas. He always welcomed us into his studio with welcome arms and K95.5 helps us by promoting shows in their listening region which has developed into one of our best touring stops on the circuit. Having the support of local radio as an independent act is vital to our growth and K95.5 definitely sets that mold." Anthony "Gino" Genaro President Unrest Music Group LLC

#### Station Participation in Community Activities

K95.5 Inc. is very involved in charitable work. Each year is title sponsor of the Big Brothers big Sister scholarship fundraiser. "Bowl for Kids Sake" not only do we donate advertisements, but emcee the show and help raise funds for the scholarships. Each year we are Gold sponsor in the local American Cancer Society "Walk for Life" once again in addition to donating advertising we provide live broadcasts from the events and emcees for the awards. Once per quarter K95.5 Inc. is involved in promoting blood drives for the American Red Cross not only on air but on the table giving blood. Over the years our station executives and employees have served on the board of many civic organizations. On the stations website we provide school supply information and contact information for local schools.